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BUSINESS LANGUAGES AND THE USE OF ENGLISH IN MULTI-LINGUAL SWITZERLAND

ABSTRACT

Switzerland, the small, highly industrialized, neutral nation, is known for its linguistic diversity (four national languages) and international appeal for business and humanitarian organizations. This article describes the historical background of language and industrial development in Switzerland, and it examines how language use in the workplace, in school, and at home has changed over the last decades. To illustrate these changes, it uses data from the national census of 1990 and 2000 as well as academic investigations about language distribution. The main focus is on how English has become a major business language and how schools are responding to the demand of the global economy.

Already in 1993, Bally Management AG, the famous Swiss shoe manufacturer, adopted English, like many other export companies in Switzerland, as their main business language. Eighty percent of their employees must know foreign languages.¹ English is now not only the official language in international departments at all major Swiss banks and companies, English is even used for internal daily communication. A bank employee² in Zurich states that she and her colleagues use English 70% of the time, German 25% of the time, and French 5% in their daily work, which is representative of the industry and the area. Documents at large Swiss banks are composed in five language versions (German, French, Italian, English, and Spanish)³ to serve their international customers. According to *swissinfo*, Switzerland's on-line news and information platform,⁴ English now is the fifth language of the Swiss government regarding the translations of documents which are already

¹ "Das Business spricht englisch." *Woche* 34/95: 20.

² E-mail to the author from Verena Staeheli, AGI-Kooperation; March 17, 2004.

³ "Das Business spricht englisch." *Woche* 34/95: 21.

⁴ <http://www.swissinfo.org> March 9, 2002. *English becomes fourth language of government.*

issued in the four national languages (German, French, Italian, Romansh). These include documents of the defense ministry, particularly “related to arms purchases since Switzerland joined NATO’s Partnership for Peace (PfP), and began sending troops to assist in peacekeeping duties abroad.”⁵ Urs Dürmüller of the University of Berne states that English has become, and indeed is, an “ideal” *lingua franca* in Switzerland. “There is no doubt that English now belongs to the language repertoire of the Swiss people and to the language repertoire of the nation.”⁶ Thus it is often the case that Swiss people from the different linguistic Swiss regions use English to communicate, not only in business situations but also in the military and private gatherings. Because of the importance of English as the language of global communication, schools in all Swiss states (*Kantone*) and at all levels make curricular adjustments—often to the detriment of the other national languages—to comply with demands of international business and global trends. Every company defines its own business language for the various business situations and communication goals. Sulzer, the largest employer of machinery in German-speaking Winterthur, and ABB (Asea Brown Boveri), another large corporation in the same sector, as well as the famous Swiss company Nestle, which has subsidiaries in almost every country all over the world, use English for business meetings and international correspondence. Yet among themselves the Swiss Germans in the manufacturing sector prefer *Schwyzertiitsch*. This fact can be correlated to the vocational training of the nonacademic professions dominant in manufacturing. Middle and upper management involved in international trade, however, uses English on a daily base.

According to the national census of 2000, there are 7,288,010 million⁷ people living in Switzerland, a small alpine country that has an area of only

⁵ <http://www.swissinfo.org/sen/swissinfo.html?siteSect=41&sid=1056513>.

⁶ Dürmüller, Urs. *English in Switzerland: From Foreign Language to Lingua Franca?* <http://duermueller.tripod.com/ECH.html>.

———. *Changing Patterns of Multilingualism. From quadrilingual to multilingual Switzerland*. Zurich: Pro Helvetia, 1997.

See also *English Language in Switzerland*, <http://www.isyours.com/s/paises/uk/language.html>.

⁷ At the end of 2002, the population grew by 0.8% to 7.3 million. *Swiss Review*. No. 6, December 2003. Newest data is 7,418,400 million inhabitants: from Web site of the Swiss Federal Statistical Office, http://www.bfs.admin.ch/bfs/portal/de/index/themen/systemes_d_indicateurs/economic_and_financial/data.html.

16,000 square miles (41,285 km²; about 1/2 the size of the state of Maine). Switzerland has one of the highest GNP's in the world and it is known as a neutral country that does not belong to the European Union. It has its own currency, the Swiss franc, which has been relatively stable for more than a century. Switzerland was not involved in the World Wars I and II and has a long history of democracy. Despite its size, Switzerland is a multilingual agglomeration of peoples, cultures, institutions, and organizations.

In order to understand how business languages have evolved in Switzerland, let's take a look at its history. Switzerland was founded in the year 1291, when the four states located around the Four Canton Lakes (*Vierwaldstättersee*)—German-speaking Uri, Schwyz, Obwalden, and Nidwalden—united in a covenant of independence and freedom, pledging mutual support against the threats of the Habsburg Empire. Over the next 500 years, twenty more cantons joined the Swiss Confederation from the adjacent German, French, and Italian regions, resulting in the current 26 cantons (including 3 half cantons) of modern, multi-lingual Switzerland. Like other European countries, Switzerland was an agricultural state, and the industrial revolution stratified the people according to their main source of income and the development of the economic sectors. Trade and handicrafts were regulated and strengthened by the guilds in the medieval and Renaissance cities and throughout the following centuries. It was customary that young artisans and craft apprentices traveled as journeymen into other countries in order to expand their skills and knowledge as well as their language and cultural competencies. Thus foreign connections were established and an early export and import market developed. Another reason for trade is the fact that Switzerland has no significant natural resources, which—on the other hand—enhanced the service sector. Banks, insurance companies, and tourism started to flourish already in the late eighteenth and nineteenth centuries. Modern transportation, first the railroad then automobile and air traffic, helped to modernize Switzerland's infrastructure as more people moved from the mountain areas and from abroad to the growing cities in the flatter middle land. Overall, the German, French, Italian, and Romansh-speaking Swiss people have enjoyed more than 700 years of democratic stability, peace, and prosperity. Swiss emigrants, then again, have influenced many cultures and countries all over the world with a wealth of inventions, scientific discoveries, and artistic contributions. Immigrants from all over Europe, driven either by war or persecution, settled in peaceful Switzerland bringing diverse cultures, a wealth of knowledge, and early manufacturing expertise (e.g., watch making) to the picturesque hills and valleys, lake shore

communities, and growing cities. The result was increasing trade and sustained commerce with many countries and a constant flow of people coming into the country and also going abroad. Today, foreigners make up 20% of the Swiss population and over one million Swiss live abroad, often called the “Fifth-Switzerland”; two-thirds of them have dual nationalities. The European post-war economic boom starting in the late 1950s and increasing throughout the 60s attracted thousands of so-called guest workers, mainly from southern European countries, such as Italy, Spain, Portugal, the former Yugoslavia, Greece, and Turkey. The political uprisings and wars of the last 20 years in developing countries brought many refugees from all over the world to a land of “milk and honey.” The globalization of business and international organizations, as well as the exchange of knowledge, science, and research added thousands of foreign professionals to the Swiss labor force. The graph in Figure 1 shows that most immigrants in Switzerland come from the former Yugoslavia and Italy, followed by the people from many countries (see also Table 1 on main languages).

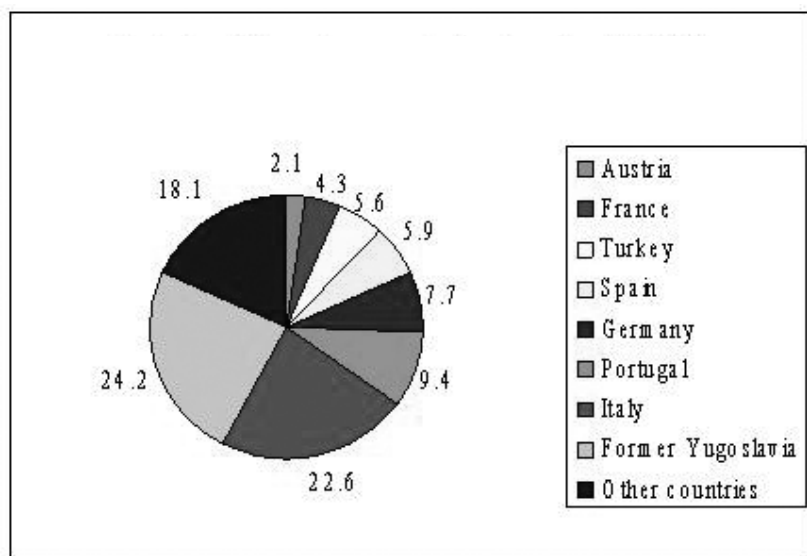


Figure 1. Origin of Foreigners in Switzerland in 2000. Source: Swiss Federal Statistical Office.

The main national languages of Switzerland—German, French, Italian—have been defined as equal languages by the Swiss Constitution since the nineteenth century, and the ancient and rather esoteric Rhaeto-Romansh since 1938. In 1996, the Romansh language was lifted to the status of an official national language (*Amtssprache*). The distribution of the national languages spoken in Switzerland is as follows: 63.7% German, 20.4% French, 6.6% Italian, 0.5% Rhaeto-Romansh⁸ and 9.5% other languages.⁹ The linguistic situation in German-speaking Switzerland is unique in that there is a classic diglossic situation in this area. For oral communication, the German Swiss use their distinct regional dialects, commonly referred to as *Schwyzerdütsch* (Swiss German), with significant grammatical, lexical, and phonetic differences from Standard High German. The latter is used for all written forms of communication (newspaper, literature, business and private correspondence). While other German dialects in Germany and Austria are predominantly spoken in the countryside and by less educated people, all Swiss—whether university educated or manual laborers, male or female, young or old—generally speak their local dialect in all situations among themselves. The oral language in school, court, church, on radio and on television is supposed to be High German to facilitate nationwide communication, yet an alarmingly high percentage of Swiss German is being used, thus causing a lack of proficiency in Standard High German. The state and federal departments of education have recently released new guidelines for schools to promote and ensure Standard High German competency.

According to the census of 2000, the distribution of languages (the main language or mother tongue) of the Swiss population is as shown in Table 1.¹⁰ Other languages in rank 21 to 38 are: Czech, Polish, Greek, Vietnamese, Japanese, Farsi, Rumanian, Tagalog. Danish, Somali, Finnish, Slovakian, Slovenian, Bulgarian, Urdu, Norwegian, Armenian, and Korean. The national and non-national languages are distributed as shown in Table 2.

⁸ Romansh Online: <http://www.rumantsch.ch/>.

⁹ *Statistical Data on Switzerland 2002*. Swiss Federal Statistical Office (Bundesamt für Statistik). <http://www.statistik.admin.ch/>. For English summary: <http://www.portal-stat.admin.ch/pus/index.html>.

¹⁰ *Statistical Data on Switzerland 2002*. Bundesamt für Statistik. <http://www.portal-stat.admin.ch/pus/index.html>.

TABLE 1. SWISS POPULATION ACCORDING TO MAIN LANGUAGES

Rank	Main Language	Population
1	German	4,639,762
2	French	1,484,411
3	Italian	470,961
4	Serbian/Croatian	103,350
5	Albanian	94,937
6	Portuguese	89,527
7	Spanish	76,750
8	English	73,425
9	Turkish	44,532
10	Romansh	35,072
11	Tamil	21,816
12	Arabic	14,345
13	Dutch	11,840
14	Russian	8,570
15	Chinese	8,279
16	Thai	7,569
17	Kurdish	7,531
18	Macedonian	6,415
19	Hungarian	6,194
20	Swedish	5,560

Source: Census 2000, Swiss Federal Statistical Office.

Today, Switzerland is characterized by global business, pioneering science and research, and humanitarian international relations. The primary sector and small businesses play an important role. The heavily subsidized agricultural sector¹¹ employs less than 5% of the population, yet it produces

¹¹ There are 67,400 working farms in Switzerland according to the largest agricultural report of 2003. *Swiss Review*. No. 6, Dec. 2003.

TABLE 2. DISTRIBUTION OF SWISS NATIONAL AND NON-NATIONAL LANGUAGES, BY POPULATION

Language Area	Population	Including Languages of another Language Area		Including other National Languages		Including Non-National Languages	
	Total	absolute	in %	absolute	in %	absolute	in %
Switzerland	7,288,010	6,208,918	85.2	422,553	5.8	656,539	9.0
German Area	5,221,135	4,519,601	86.6	245,621	4.7	455,913	8.7
French Area	1,720,365	1,404,482	81.6	137,507	8.0	178,376	10.4
Italian Area	320,247	266,730	83.3	32,287	10.1	21,230	6.6
Romansh Area	26,263	18,105	68.9	7,138	27.2	1,020	3.9

Source: Census 2000, Swiss Federal Statistical Office.

more than ever, a trend also found in other European states. Small and middle-sized businesses make up 99% of all registered companies, and 75% of the work force, or 2.6 million employees, work in this sector. One in ten of the small businesses and one out of two of the middle-sized and larger companies export their goods. Although there was a trade deficit in 1998, the Swiss economy showed a surplus in 1999, which has dwindled again in recent years. Switzerland was a founding member of the World Trade Organization and is a member of EFTA (European Free Trade Association). The unemployment rate rose from 3.7% in 2003 to 4.2% in February 2004.

The largest manufacturing sector in Switzerland is the metal and engineering industry, producing a wide range of machines and electro-technical devices amounting to 45% of all Swiss exports. Although all raw materials are imported from abroad, the development of the very important machine industry has its roots in the Swiss textile and paper-processing industry, as well as the electrification of railway and energy production. Swiss ingenuity and engineering revolutionized mechanization and automation, and therefore the manufacturing of machines or machine parts, from micro-components to very large machines, has such a predominant position in production. Other unique Swiss products such as precision tools, sensors, elevators, and even the Swiss Army knife, which is manufactured by the company

Victorinox, enjoy the reputation of high-quality goods and they produce high sales around the world.

The chemical and pharmaceutical industries are centered around the city of Basel. This industry is leading all other sectors in regards to production and productivity (nominal net output per employee).¹² In 1996 the two largest pharmaceutical companies—Giba Geigy and Sandoz—merged to become Novartis, which can be compared to food giant Nestle in terms of international involvement and investment. This merger resulted in a 19% increase in sales; one fifth of its workforce is employed in research and development. Novartis now focuses on genetic engineering and drugs for diseases that so far have been untreatable. The Swiss chemical industry is a world market leader in dye products, perfume essences, and food flavorings. It is followed by the watch and textile industries. Swiss textile factories go back to the thirteenth to fifteenth centuries when Zurich and also Fribourg in the French part were silk-weaving centers. The industrial revolution in Switzerland originated with weaving machinery. Today, the textile industry shows an export rate of 80%. In connection with industries, it is worth mentioning that 60% of the needed energy comes from hydroelectric power. Switzerland's key trading partners are Germany, France, Italy, the US, and Great Britain. While Switzerland has a trade deficit with European countries (61.0% exports and 79.9% imports) the exports to the US amount to twice the imports in 2001.¹³ There are 650 American companies with subsidiaries in Switzerland employing 67,000 people, which is 1.5% of the labor force. On the other hand, there are 600 Swiss-owned companies in the US with 270,000 employees.¹⁴ The Swiss-US trade and investment relations are very important. An eco-

¹² UBS AG, Swiss sectoral trends 2002. Database: BAK Konjunkturforschung Basel AG.

¹³ Swiss Federal Statistical Office. *Electronic Newsletter*, 3.12.2004. For additional information on Swiss economy, finance, and business, see http://www.eda.admin.ch/washington_emb/e/home/ecocom.html.

¹⁴ Swiss-American Chamber of Commerce, *Yearbook 2004/5*. The Yearbook contains a directory of US companies in Switzerland and a directory of Swiss companies in the US. A Web site of the Swiss Embassy, Washington, DC, reports that Swiss-owned companies in the US employ 500,000 persons. http://www.eda.admin.ch/washington_emb/e/home/ecocom/facts/html.

nomic team at the Embassy of Switzerland in Washington, DC, keeps track of relevant regulations, legislation, and business data.¹⁵

Since Switzerland has no raw materials, the service sector has traditionally been very important. Seventy-one percent of the working population in Switzerland is now employed in the service sector (2001). There are close to 400 banking institutions in 2,771 locations¹⁶ and 230 insurance companies in Switzerland, many of them specialized in re-insurance. Swiss service industries serve a mostly international clientele, mandating that its employees speak the languages of their customers. In the new century, the role of media and telecommunication becomes more and more important, and tourism, always paramount, is still growing in the Swiss economy.

Unique is Switzerland's role in international relations and organizations. Its neutrality was first announced officially in 1674 and later confirmed by the Congress of Vienna in 1815. Because of, and sometimes despite, its neutrality, Switzerland plays a decisive role in international affairs as a mediator and collaborator, having a key role in the United Nations,¹⁷ the European Union,¹⁸ the Organization for Security and Cooperation in Europe (OSCE), the International Monetary Fund (IMF), the World Trade Organization (WTO), the World Health Organization (WHO), and the World Council of Churches (WCC), just to name a few.¹⁹ Swiss foreign policy allows the Swiss military to be deployed as peacekeeping units, and the International Committee of the Red Cross founded by the Swiss Henri Dunant has its headquarters in Geneva, assisting in worldwide humanitarian efforts. A variety of Swiss agencies are further involved in human rights and welfare projects around the globe. In all these organizations, English is the language of business, since people from many countries interact.

How do the Swiss use language in the home and at work? The four national languages of Switzerland are spoken and taught in school as the local language in distinct areas that slightly overlap. Swiss German dialects are

¹⁵ See http://www.eda.admin.ch/washington_emb/e/home/ecocom.html and connected links.

¹⁶ *Die Schweiz in ihrer Vielfalt*. Bern: Kuemmerly+Frey, 2003/2004: 73.

¹⁷ On March 3, 2002, the Swiss said "yes" in a national vote to full membership in UNO.

¹⁸ Swiss people voted against membership in the EU in 1986.

¹⁹ For an extensive list of international organizations located in Geneva see <http://www.geneva.ch/IGO.htm>.

spoken in central and northeast Switzerland, French in the western part, Italian in the triangle area south of the Alps, and Romansh in five valleys within the German-speaking canton of Grison. There are cities and cantons, such as Biel/Bienne, Wallis/Valais, that have distinct German and French sectors. For the 1990 census, the term “mother tongue” (*Muttersprache*) was no longer used in questions about language use, but rather “main language” (*Hauptsprache*), the one in which people think and which they know best. A contrastive term was defined as the language used daily in the home, in school, and at work. It is the term *Umgangssprache*, best translated as “most applied and used language” or “language used daily” rather than just “ordinary colloquial language.” The National Office of Statistics in Switzerland published a comprehensive analysis about language usage in 1997²⁰ based on the 1990 census, which serves as the basis for this article, and it also uses data from the 2000 census to illustrate growth and change. In this way we can shed light on the language use in professional settings, and on the usage of English and its relationship to the national languages.²¹ Table 3 shows the distribution and usage of the Swiss languages.

TABLE 3. DISTRIBUTION AND USAGE OF THE SWISS NATIONAL LANGUAGES

Language Area	Main Language	Language Used Daily at Home	Language Used Daily at Work
German	85.7%	89.9%	95.3%
French	77.1%	87.8%	95.5%
Italian	83.1%	91.2%	97.7%
Romansh	73.3%	81.1%	71.2%

Source: National Office of Statistics, Census 1990 (Lüdi, *Annexe 3*).

²⁰ Lüdi, Georges, Iwar Werlen, and Rita Franceschini et al. “Sprachgebrauch im Arbeitsbereich in der Schweiz: Daten der Eidgenössischen Volkszählung 1990.” *Sprachenkonzept Schweiz*, Anhang 1. From *Die Sprachenlandschaft Schweiz*. Bern: Bundesamt für Statistik, 1997. http://www.romsem.unibas.ch/sprachenkonzept/Annexe_1.html.

²¹ ———. http://www.romsem.unibas.ch/sprachenkonzept/Annexe_1.html.

This table also shows that the local language is also predominately used as the daily language (in the home and at work) in all language areas and that German is the most homogeneous language area. Yet, the difference between the usage of the local language and the language used every day in the French and Italian areas is rather high, since many people use another language in the home and/or at work.

Figure 2 shows the usage of the same language in the home and at work as the local language. Italian is used mostly in the home, at work, and in school, whereas Romansh is used much more at home than at work. Only 23.7% of the employees use Romansh at work. While German is used more in the home than at work, French is used slightly more at work.

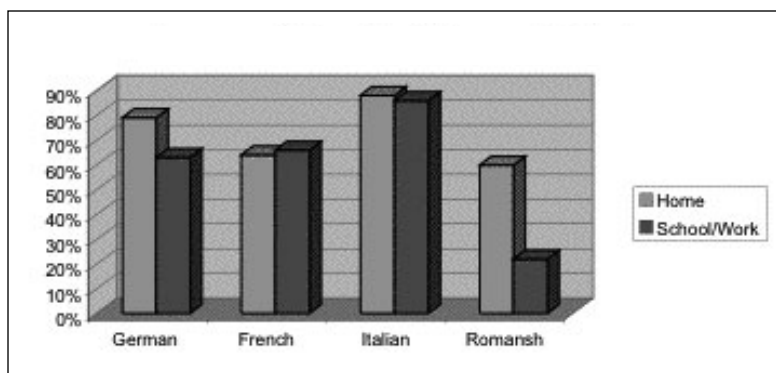


Figure 2. Swiss Language Distribution at Home and at Work. Source: National Office of Statistics, Census 1990 (Lüdi, *Annexe 4*).

In the German-speaking area, while Swiss German is generally the most used language at home, in school, and at work, 7.9% of this population speaks High German at home. Even though the main language in school should be Standard High German, the Swiss German dialects are used about 40% of the time in school. To counteract this so-called *Mundart* or dialect trend, the state and departments of education launched a large-scale project to improve the use of Standard High German in schools. Dialects within the French language are not significant (1.4%), but 43.4% of the Italian population speaks Italian dialects in the home, yet predominantly standard Italian is used at work and in school (see Figure 3).

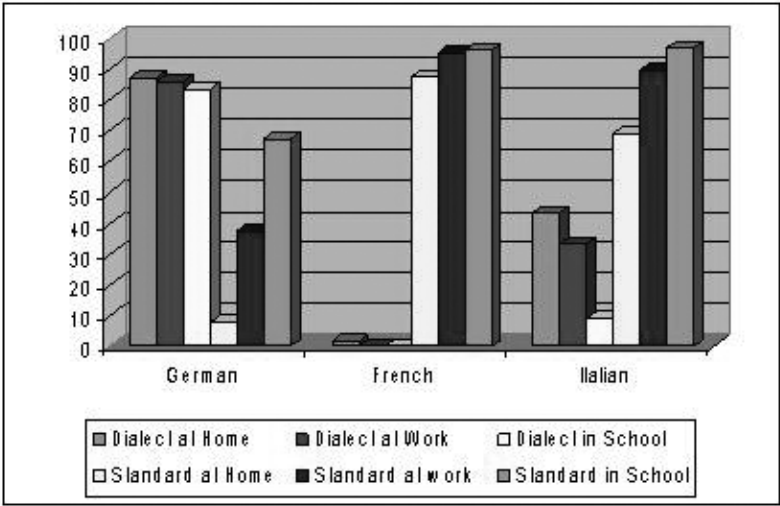


Figure 3. Dialect or Standard Use at Home, Work, and School. Source: National Office of Statistics, Census 1990 (Lüdi, *Annexe 4*).

The specific data about the relationship of Swiss German and Standard High German of employees to other languages shows the distribution as presented in Figure 4.

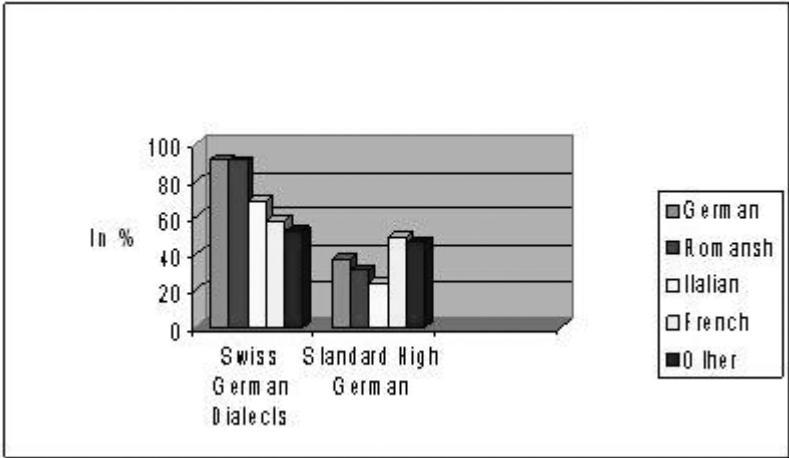


Figure 4. Dialect or Standard Use at Work Relevant to Main Languages in German Area 1990. Source: National Office of Statistics, Census 1990 (Lüdi, *Annexe 11*).

Swiss Germans also use Swiss dialects predominantly at work. German and Romansh speakers behave similarly, yet the Italian speakers use Swiss German dialects about three times more often than Standard High German. Statistical researcher Georges Lüdi from the University of Berne concludes that this data represents the fact that many Italian guest workers are employed in construction and manual labor where dialects are used mostly as the work language. However, French and other speakers use Swiss German dialects only slightly more than Standard High German. As seen in Figure 3, Swiss German dialects were used mostly by the Swiss Germans at work (85.9%) in 1990. Lüdi further reports that over 90% of the Swiss Germans use Swiss German dialects in traditionally agricultural and rural areas, and blue collar workers use Swiss German 10% more than the white collar professions. About half of the employed population, however, also used Standard High German in a professional setting in urban areas and tourist centers. In the German-speaking area, 19% of the employees regularly use French, and 13% use Italian.

What is the role of English as the main language in Switzerland? The population that indicated English as their main language in 1990 was distributed in the four national language areas as shown in Table 4.

TABLE 4. USAGE OF ENGLISH IN SWITZERLAND, BY LANGUAGE GROUP

Language Area	Population	in%	English	in%
German	4,948,194	72.0	32,134	52.9
French	1,604,372	13.3	27,038	44.5
Italian	294,804	4.3	1,560	2.6
Romansh	26,317	0.4	54	0.1
Total	6,873,687	100.0	60,786	100.0

Source: National Office of Statistics, Census 1990 (Lüdi, *Annexe 9*).²²

Slightly more than half of the people indicating that English is their main language lived in the German part and 44.5% in the French part of Switzerland in 1990. Today, 31% of the Anglophone population is concentrated in the

²² ———. http://www.romsem.unibas.ch/sprachenkonzept/Annexe_1.html.

Lake Geneva area, 12% in the vicinity of Basel, and 9% surrounding the city of Zurich. According to a 1999 study published on a British Web site,²³ “two out of three German-speaking Swiss and one out of two French-speaking Swiss speak English,” and are speaking English best besides their mother tongue. A comparison between the data of the 1990 census and the 2000 census shows that the population that uses English as the main language has increased by 12,636, or 0.92%. However, the use of English at the workplace and in school has increased by about 28% over the decade from 1990 to 2000 (see Table 5).

TABLE 5. USAGE OF ENGLISH IN SWITZERLAND

Distribution	English as Main Language	English at Home	English at Work and in School
Total	73,425	291,883	872,183
Swiss	23,267	202,598	713,981
Foreigners	50,058	89,285	158,202
Total Male	35,694	141,774	512,161
Swiss	8,460	95,745	414,709
Foreigners	27,234	46,029	97,452
Total Female	37,731	150,109	360,022
Swiss	14,907	106,853	299,272
Foreigners	22,824	43,256	60,750

Source: National Office of Statistics, Census 2000.

A Press Release by the Swiss Federal Statistical Office on April 12, 2005, summarizes the results of an in-depth analysis of the language usage in Switzerland.²⁴ It states that increasing use of English in the workplace is no surprise (1990: 15.9%; 2000 21.7%). In metropolitan areas 24.4% report using English at the workplace, whereas rural communities report 10.8%. The comparison of the use of English in 1990 and 2000 shows growth (see Figure 5).

²³ ———. http://www.romsem.unibas.ch/sprachenkonzept/Annexe_1.html.

²⁴ <http://www.isyours.com/s/paises/uk/language.html>, *English Language in Switzerland*.

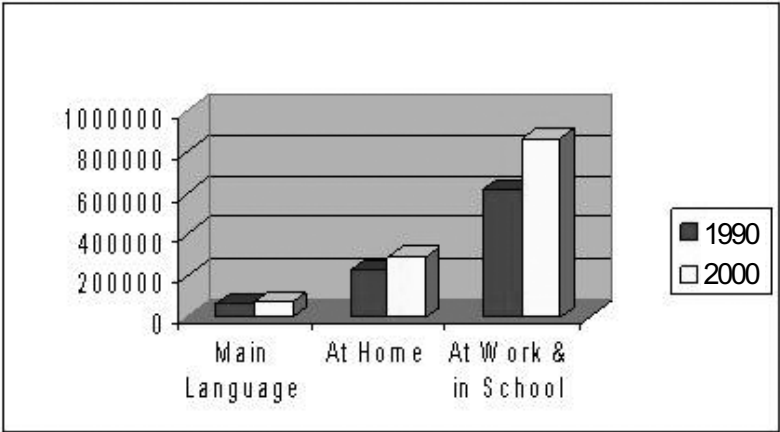


Figure 5. Use of English in 1990 and 2000. Source for 1990: Lüdi, and for 2000: Swiss Federal Office of Statistics.

The next graph (Figure 6) shows the distribution of the population that indicates English as the main language, the use of English in the home, at work, and in school. Furthermore, the data distinguishes between Swiss and foreigners and the male and female population.

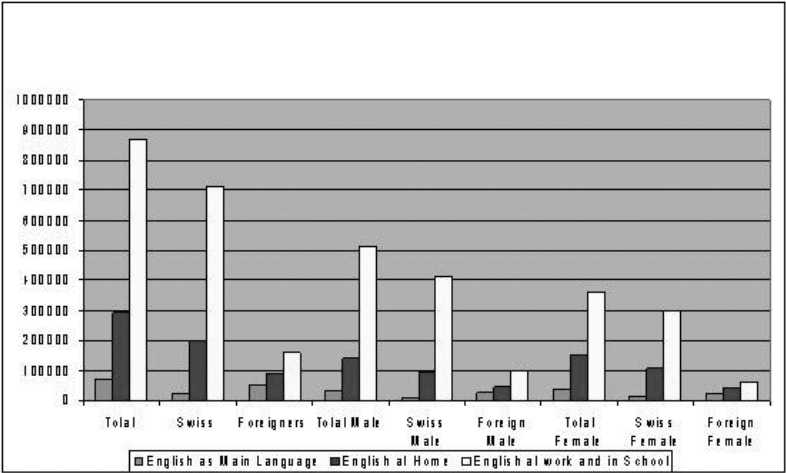


Figure 6. Use of English in Switzerland in 2000. Source: National Office of Statistics, Census 2000.

Figure 6 and Table 5 clearly show the increased importance of the English language in Switzerland, especially at work and in school. Twelve percent of the people living in Switzerland use English at work or in school. In German-speaking Switzerland 23.4% use English and 19.7% also use French at the workplace. However in Italian-speaking Switzerland only 11.0% use English, but 22% use German and 16.9% use French at the workplace.²⁵

What consequences and ramifications does such a linguistic development have on foreign language teaching and training in Switzerland? We first look at public schools. There are basically 26 different school systems in Switzerland (26 federal cantons). In 2003, the canton of Zurich decided to make English—no longer French, as it had been the tradition for over a century—the first foreign language in the school curriculum. In the canton of Berne, 99% of eighth graders are enrolled in English classes. Other cantons are in the process of following the trend and starting early in elementary school or even kindergarten to teach English as the first foreign language, although the Commission for Public Education still favors the national languages.²⁶ Switzerland's news and information platform *swissinfo* dubs "English—fifth language of Switzerland" and asks if it will mean "The End of Switzerland?"²⁷ According to the 2000 census, this is not the case since the linguistic integration of second-generation foreigners stands at 60% in German-speaking, 80% in French-speaking, 60% in Italian-speaking Switzerland.²⁸ Secondary and vocational schools continue to teach different foreign languages, but a clear shift in favor of increased English enrollment can be observed. Dürmüller reports that the importance of English at Swiss

²⁵ <http://www.statistik.admin.ch>. A Press Release announces a forthcoming publication at the end of April 2005 by G. Lüdi and I. Werlen. et al., *Sprachlandschaften in der Schweiz*. Neuchatel: Bundesamt für Statistik.

²⁶ Press Release by Swiss Federal Statistical Office, April 12, 2005. *Analyseprogramm der Volkszählung 2000. Von der Vier- zur Vielsprachigkeit*. <http://www.statistik.admin.ch>. Lüdi, Georges et al. *Which languages should be studied in Switzerland during the obligatory school?* Bern: 1998. <http://www.romsem.unibas.ch/sprachenkonzept/ConceptE.html>.

²⁷ <http://www.swissinfo.org/sen/swissinfo.html?siteSect=41&sid=1235922>.

²⁸ Press Release by the Swiss Federal Statistical Office, April 12, 2005. *Analyseprogramm der Volkszählung 2000. Von der Vier- zur Vielsprachigkeit*. <http://www.statistik.admin.ch>.

universities differs from discipline to discipline, yet English is clearly the language of science and research.

Regarding professional training, companies that have adopted English as their corporate language generally offer free intensive language training to their employees. They not only have on-site foreign language classes, but in addition they finance study abroad training. Furthermore, they also provide local language training for immigrants and international employees. In regards to private continuing education, the business of teaching the English language flourishes in Switzerland. Even proficient speakers of English continue to be enrolled in English language, literature, and cultural courses at many language institutes and public *Volkshochschulen* (university courses for continuing education of the public).

In Switzerland, the Internet, telecommunications, advertisements, the entertainment industry, film, and music all use English as a primary language, and English words and phrases are more and more mixed with Swiss German and the other national languages, especially among the young generation that does business in English globally and also locally in metropolitan areas. Yet German and French remain the dominant languages at home, in school, and at work.